

Captains of Industry OR **Robber Barons?**

Poster Assignment

Outside of class, you will be creating a colorful poster about a leader of big business in the Industrial Era. Were they captains of industry to be thanked for advancing society, or robber barons who stole their wealth by cutting others out? You will be creating an 8 ½ x 11 poster to introduce one industry boss to the class by displaying both positive and negative aspects of these individuals.

You will be looking in to one of the following big business leaders for your poster. Please circle the person you have been assigned.

\$ Andrew Carnegie

\$ John D. Rockefeller

\$ Cornelius Vanderbilt

\$ J.P. Morgan

\$ Jay Gould

\$ Henry Ford

Your poster must:

- use color to effectively communicate and be visually intriguing
- include the name of your industry boss
- include an image representing your person
- creatively describe as many positive contributions as possible
- creatively describe as many negative contributions as possible
- include the major industry(s) this person was involved in

You have been provided one page of factual information about your person, which is also posted on the weebly. Acceptable web-based resources are listed, by person, on the weebly. No additional resources may be used.

More points will be awarded for posters done by hand. This is to reward the effort required to create a product by hand and to encourage you to think about what you want to include.

While you may include images printed off a computer, you are encouraged to be as creative as possible.

This poster is due **Tuesday, May 8th** and will count as a **test grade**.
(I will gladly accept posters at the start of the day for use in earlier.)

On the reverse of this assignment is the rubric that will be used to grade your posters. Be sure to consult it as you are working to check your own progress.

As always, if you have questions, *please ask!* Email me as soon as possible. You are being given at least a week to do this project and I expect it to show care and effort, so plan ahead. We will be using your posters in class, so you will need it to participate.

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Poster Rubric

EXCELLENT	ACCEPTABLE	UNACCEPTABLE
The poster uses color to effectively communicate and is visually intriguing. 10 points	The poster is attractive, but uses color randomly. 8 points	Color is not used or use is haphazard. 5 points
The poster clearly and creatively describes a number of positive contributions 20 points	The poster describes few positive contributions. 15 points	The poster describes only one positive contribution or the contributions are unclear. 10 points
The poster clearly and creatively describes a number of negative contributions 20 points	The poster describes a few negative contributions. 15 points	The poster describes only one negative contribution or the contributions are unclear. 10 points
The name and industry of the person are neatly and clearly identified on the poster. 15 points	The name and industry of the person are present on the poster. 10 points	The name or industry of the person are not present on the poster or are difficult to read. 5 points
The image of the person is hand drawn and accurately portrays the person's role in his industry. 15 points	The image of the person is clear, well selected, and fits the poster. 10 points	The image of the person is present, but is not appropriately used or has inaccuracies. 5 points
All aspects of the poster show care, effort, and attention to detail. 10 points	The poster shows effort and attention. Detail may be misplaced. 7 points	Poster is complete, but appears rushed or crumpled. 5 points
<input type="checkbox"/> 4 points for being on time <input type="checkbox"/> 3 points for name <input type="checkbox"/> 3 point for section		
		TOTAL POINTS: /100

Name: _____

Section: _____